

Weatherization Outreach/Marketing Methodology

- Senior Centers
- Flyers
- Newspaper ads
- Adult day care centers
- Head Start centers
- Food bank/food distribution centers
- Senior lunch (gets client name, address, phone)
- Remote locations/communities (e.g. reservations, etc)
- Referrals from other agencies/utilities/WIC
- Call-ins
- Workshops (do applications)
- Use GIS info to target specific areas
- Website
- Radio
- TV
- Walk-ins
- Job fairs
- Landlord referrals
- Community and faith based organizations
- Canvassing (employee, contracted)
- Vehicle advertisement signs
- Global (mass mail, radio)
- Focus Group/targeting (mobile home parks, canvassing)
- Micro (random, walk-ins, call-ins)
- Phone calling (e.g., heap clients, etc.)
- Mass mailing (targeted areas)